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## News Summary

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**Social scientists** are trying to understand the social forces and behavior associated with the risk and spread of AIDS. Story on Page 7.

**A group** founded by Ralph Nader is raising money to support professors who it claims have been denied tenure for political reasons. Story on Page 13.

**Scientists** have become more willing and aggressive in working with the press. Story on Page 13.

**Colored felt** was the medium used to highlight the architectural detail of Williams Science Hall at the University of Vermont. Story on Page 20.

**Budgets** for public higher-education systems have generally fared only as well this year as their states' economies. Story on Page 22.

**Donald S. Fredrickson** has resigned as president of the Hughes Medical Institute. Story on Page 27.

**College graduates** are facing a more competitive job market this year. Story on Page 30.

**The search** that resulted in the naming of A. Kenneth Pye as the president of Southern Methodist University was meticulously planned. Stories on Page 35.

**Student unrest** at Spain's universities is expected to continue. Story on Page 37.

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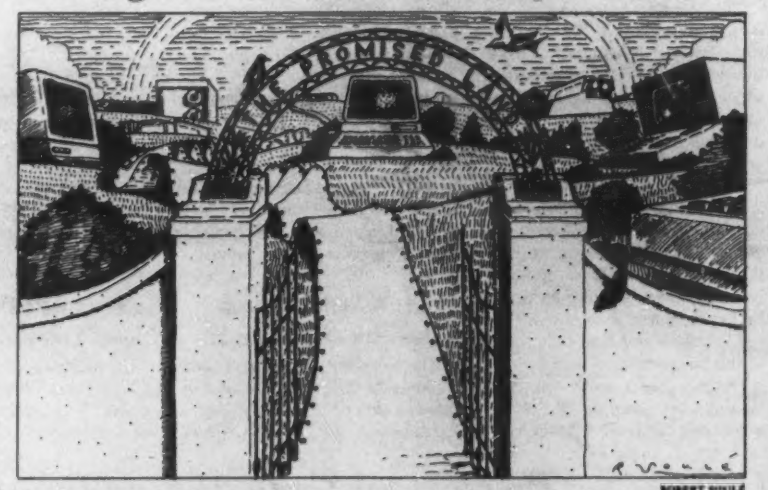
$3-BILLION A YEAR AND RISING

## *Computer Industry Sees Higher Education as Tough but Lucrative Market for Products*




ROBERT NIULE

By JUDITH AXLER TURNER

Although their faculty and staff members may often believe otherwise, colleges and universities are a profitable market for the computer industry, as well as a prestigious one that offers long-term benefits.

Interviews with computer-company officials and a look at a soon-to-be-published survey of the higher-education market show that:

► Despite a combination of discounts and higher marketing costs that cut into their profit margins, computer companies make money on every machine sold to colleges and universities—often as much as they would make selling to customers in other markets.

► Colleges and universities can offer computer companies enough intellectual capital to make up for any diminished profits from their marketing efforts.

► Students take hardware and software preferences with them into jobs after college, influencing business purchases. The "get-'em-while-they're-young" approach works.

► Although higher education represents a small share of the national computer market, it is a potent force that influences what computer companies build and sell.

► Over the long run, higher education is a better market than almost any other because it is "refreshable," both with its need to have the latest equipment and with millions of new students coming into the system every year.

**Student Purchases: $1-Billion**

In 1986, higher education's computer purchases totaled $3-billion by most estimates—less than 1 per cent of the total $350-billion data-processing market.

Of that total, according to an internal study by one computer company, $2-billion represented sales to institutions. Forty per cent of those institutional purchases were for desk-top computers, 40 per cent for mid-size computers, and 20 per cent for mainframe and supercomputers.

The remaining $1-billion is the estimated amount of purchases by stu-

*Continued on Page 18, Column 1*

## In an About-Face, Bennett Seeks to Curb Cutbacks

### Fears White House proposals threaten his policy agenda

By ROBIN WILSON

WASHINGTON

In a dramatic political reversal, Education Secretary William J. Bennett is pressing the Reagan Administration to abandon its seven-year effort to reduce drastically the federal government's spending on education.

The Secretary believes that the Administration's proposals, which have included plans to cut spending on student aid by as much as 45 per cent, have alienated members of Congress and stymied his efforts to change education policy.

"People around the country embrace the Secretary's ideas, but when they start talking about dollars, they say we're Neanderthals," says Bruce M. Carnes, Deputy Under Secretary of Education. "Our ideas shouldn't become casualties to other policies."

**Wants Reductions Under 10 Pct.**

Secretary Bennett refused to discuss his new budget philosophy with *The Chronicle*. But his advisers say he has been pressing White House officials to call for a smaller decrease in education spending for fiscal 1989, which begins on October 1, 1988. That will be the last budget plan President Reagan will propose before his second term expires. The Secretary wants to keep the reductions under 10 per cent.

His advisers say that would give him room to request a boost in spending on Pell Grants, which go to the neediest students. It would also allow money for new programs to give colleges financial incentives for limiting tuition increases and to create special tax breaks for the money parents save for their children's college education.

Fiscal 1989 is nearly a year and a half away, and the Administration will not make its spending proposals for that year until January. But discussions about the general shape of the budget are already

*Continued on Page 23, Column 2*

## Colleges Try New Techniques in Fierce Competition for Black Students

By MICHELE N-K COLLISON

HANOVER, N.H.

Kima Taylor is every college admissions officer's dream—a high scorer on the Scholastic Aptitude Test, a nationally recognized scholar, and a black woman.

Those facts made Ms. Taylor, who will graduate this month from Springbrook High School in Silver Spring, Md., one of the most sought-after black students in the country.

After sorting through the mountains of college brochures she received, Ms. Taylor narrowed her choices to Dartmouth College and Brown University.

On Easter weekend, Dartmouth invited Ms. Taylor and 90 other black students to visit Hanover. Over the three days, the visitors dined with the president, attended classes, and ate hamburgers at Occom Pond, a picnic site at the college.

Ms. Taylor also visited Brown, where she had been offered a place in the university's medical school through an early-admissions program. She decided to go to Dartmouth in part, she says, because the black students who served as hosts for the weekend "really made me feel special."

**Successful Recruiting Tool**

With the declining number of blacks going to college, institutions like Dartmouth and Brown have stepped up their efforts to recruit talented black students.

The Dartmouth weekend, called "Experience Dartmouth," has become one of its most successful recruitment tools. As many as 83 per cent of the students attending the weekend have enrolled in the college over the five years the program has been in existence.

But Dartmouth must compete with other institutions to encourage more black students to apply for admission. According to the American Council on Education, the proportion of college students who are black dropped from a high of 9.4 per cent in 1976 to 8.3 per cent in 1984.

The fiercest competition comes for black students like Ms. Taylor—students

*Continued on Page 31, Column 1*

## FACT–FILE

# *Defense Funds to Colleges and Non-Profit Groups Total $2.6-Billion for 1986, Up 7.3 Pct. in a Year*

Colleges, universities, and other non-profit organizations received $2.66-billion in Department of Defense contract funds in fiscal 1986—7.3 per cent more than the 1985 total of $2.48-billion.

The contracts were for research, development, testing, and evaluation for military projects and for civilian water-resource projects. The figures exclude funds for training and all contracts under $25,000.

Some 228 educational institutions and 82 other non-profit organizations were among the 2,429 Department of Defense contractors in fiscal 1986. Contracts with colleges and universities totaled $1.42-billion, while those with other non-profit organizations amounted to $1.24-billion.

Contracts with educational and other non-profit organizations accounted for 13.4 per cent of the $19.81-billion the Pentagon spent on research last year. The Massachusetts Institute of Technology, the top higher-education contractor, was the 14th leading contractor over all. The Johns Hopkins University ranked 17th among all contractors.

Listed below are those that had contracts of $500,000 or more.

| | Amount |
|---|---|
| 1. Massachusetts Inst. of Technology | $363,925,000 |
| 2. Johns Hopkins University | 316,831,000 |
| 3. Mitre Corporation | 306,593,000 |
| 4. Aerospace Corporation | 301,781,000 |
| 5. Charles S. Draper Laborotory | 237,515,000 |
| 6. Institute for Defense Analyses | 57,438,000 |
| 7. IIT Research Institute | 55,584,000 |
| 8. SRI International | 54,433,000 |
| 9. University of Texas System | 42,650,000 |
| 10. Rand Corporation | 39,832,000 |
| 11. Pennsylvania State University | 37,866,000 |
| 12. Stanford University | 37,720,000 |
| 13. Battelle Memorial Institute | 35,867,000 |
| 14. Carnegie Mellon University | 35,594,000 |
| 15. University of California | 35,361,000 |
| 16. Georgia Institute of Technology | 34,086,000 |
| 17. University of Southern California | 31,868,000 |
| 18. Scripps Institute of Oceanography | 28,981,000 |
| 19. Hudson Institute | 23,333,000 |
| 20. University of New Mexico | 21,713,000 |
| 21. University of Dayton | 20,829,000 |
| 22. University of Washington | 20,103,000 |
| 23. New Mexico State University | 18,367,000 |
| 24. Riverside Research Institute | 18,022,000 |
| 25. Analytic Services, Inc. | 17,009,000 |
| 26. Woods Hole Oceanographic Institution | 15,436,000 |
| 27. University of Illinois | 15,045,000 |
| 28. University of Maryland | 13,415,000 |
| 29. Logistics Management Institute | 13,136,000 |
| 30. Utah State University | 11,826,000 |
| 31. Southwest Research Institute | 11,139,000 |
| 32. Environmental Research Institute of Michigan | 10,394,000 |
| 33. Columbia University | 10,367,000 |
| 34. California Institute of Technology | 9,833,000 |
| 35. Cornell University | 9,476,000 |
| 36. University of Massachusetts | 8,791,000 |
| 37. Massachusetts General Hospital | 8,169,000 |
| 38. Harvard University | 8,044,000 |
| 39. University of Florida | 7,511,000 |
| 40. Princeton University | 7,490,000 |
| 41. National Academy of Sciences | 7,079,000 |
| 42. Research Triangle Institute | 6,817,000 |
| 43. Southern Research Institute | 6,759,000 |
| 44. University of Michigan | 6,740,000 |
| 45. Brown University | 6,125,000 |
| 46. University of Pennsylvania | 6,119,000 |
| 47. Lawrence Livermore Laboratory | 6,026,000 |
| 48. Salk Institute for Biological Studies | 5,856,000 |
| 49. Purdue University | 5,743,000 |
| 50. University of Wisconsin System | 5,393,000 |
| 51. Texas A&M University System | 5,264,000 |
| 52. University of Utah | 5,136,000 |
| 53. State University of New York | 5,118,000 |
| 54. Rensselaer Polytechnic Institute | 4,941,000 |
| 55. Virginia Polytechnic Institute and State University | 4,930,000 |
| 56. Auburn University | 4,815,000 |
| 57. Boston University | 4,804,000 |
| 58. North Carolina State University | 4,792,000 |
| 59. Oregon State University | 4,628,000 |
| 60. Southeastern Center for Electrical Engineering Education | 4,549,000 |
| 61. Yale University | 4,467,000 |
| 62. University of Rochester | 4,421,000 |
| 63. University of Arizona | 4,372,000 |
| 64. Ohio State University | 4,106,000 |
| 65. University of Colorado | 3,943,000 |
| 66. Brigham Young University | 3,712,000 |
| 67. Case Western Reserve University | 3,683,000 |
| 68. Polytechnic Institute of New York | 3,502,000 |
| 69. Human Resources Research Organization | 3,461,000 |
| 70. University of Miami | 3,364,000 |
| 71. New Mexico Institute of Mining and Technology | 3,358,000 |
| 72. University of North Carolina | 3,284,000 |
| 73. Syracuse Research Corporation | 3,217,000 |
| 74. Southern Methodist University | 3,182,000 |
| 75. University of Iowa | 3,114,000 |
| 76. University of Minnesota | $ 3,086,000 |
| 77. University of Pittsburgh | 3,062,000 |
| 78. Mayo Foundation | 3,028,000 |
| 79. Oklahoma State University | 2,977,000 |
| 80. New York University | 2,960,000 |
| 81. Northwestern University | 2,934,000 |
| 82. Colorado State University | 2,770,000 |
| 83. University of Rhode Island | 2,690,000 |
| 84. Louisiana State University | 2,678,000 |
| 85. Syracuse University | 2,631,000 |
| 86. Arizona State University | 2,466,000 |
| 87. University of Denver | 2,385,000 |
| 88. Northeastern University | 2,280,000 |
| 89. Duke University | 2,232,000 |
| 90. Lehigh University | 2,178,000 |
| 91. American Society for Engineering Education | 2,156,000 |
| 92. Dartmouth College | 2,006,000 |
| 93. California State University | 1,932,000 |
| 94. Washington University (Mo.) | 1,891,000 |
| 95. University of Virginia | 1,855,000 |
| 96. University of Alabama | 1,791,000 |
| 97. Florida State University | 1,722,000 |
| 98. University of Kansas | 1,651,000 |
| 99. Drexel University | 1,646,000 |
| 100. Catholic University of America | 1,641,000 |
| 101. Georgetown University | 1,624,000 |
| 102. Wentworth Institute of Technology | 1,606,000 |
| 103. University of Connecticut | 1,600,000 |
| 104. Kestrel Institute | 1,583,000 |
| 105. Clemson University | 1,565,000 |
| 106. Stevens Institute of Technology | 1,561,000 |
| 107. Emmanuel College | 1,493,000 |
| 108. University of Missouri | 1,473,000 |
| 109. University of Hawaii | 1,451,000 |
| 110. Michigan Technological University | 1,450,000 |
| 111. Michigan State University | 1,443,000 |
| 112. San Diego State University | 1,424,000 |
| 113. Texas Tech University | 1,411,000 |
| 114. Boston College | 1,377,000 |
| 115. University of Chicago | 1,210,000 |
| 115. University of Delaware | 1,210,000 |
| 117. Palisades Institute for Research Services | 1,192,000 |
| 118. Virginia Commonwealth University | 1,182,000 |
| 119. University of Tennessee | 1,164,000 |
| 120. Rutgers University | 1,158,000 |
| 121. Baylor University | 1,124,000 |
| 122. Clarkson University | 1,067,000 |
| 123. University of Cincinnati | 1,043,000 |
| 124. Vanderbilt University | 1,026,000 |
| 125. Rice University | 1,024,000 |
| 126. Colorado School of Mines | 986,000 |
| 127. City University of New York | 926,000 |
| 128. University of Oklahoma | 888,000 |
| 129. University of Kentucky | 871,000 |
| 130. Thomas Jefferson University | 825,000 |
| 130. University of Houston System | 825,000 |
| 132. University of Lowell | 803,000 |
| 133. University of Georgia | 794,000 |
| 134. George Washington University | 789,000 |
| 135. Mississippi State University | 787,000 |
| 136. Washington State University | 775,000 |
| 137. University of Notre Dame | 718,000 |
| 138. Wright State University | 704,000 |
| 139. Medical College of Georgia | 701,000 |
| 140. University of Mississippi | 699,000 |
| 141. North Texas State University | 679,000 |
| 142. Wayne State University | 640,000 |
| 143. San Jose State University | 609,000 |
| 144. American Institute of Biological Sciences | 597,000 |
| 145. Kansas State University | 591,000 |
| 146. Tuskegee University | 582,000 |
| 147. Morgan State University | 574,000 |
| 148. University of Indiana | 563,000 |
| 149. Oregon Health Sciences University | 546,000 |
| 150. Tufts University | 529,000 |
| 151. Franklin Institute | 501,000 |
| 152. Atlanta University | 500,000 |
| 152. Midwest Bio-Laser Institute | 500,000 |

SOURCE: U.S. DEPARTMENT OF DEFENSE

# Education Dept. Regains $10-Million in Federal Funds that Were Misused

WASHINGTON

The Education Department has asked Florida Memorial College to refund $294,000 in Pell Grant money that the college said it had given to residents of a convalescent home—including some people who had already died.

Twenty-six residents were enrolled in extension classes sponsored by the college but were ineligible for federal aid because they were not working toward degrees.

That was one of dozens of cases investigated by the Education Department's Office of Inspector General during the first half of fiscal 1987, which ended March 31. The department's auditors and investigators recovered $10.6-million during that period, and the investigations resulted in 45 indictments and 54 convictions.

The amount misused is only a small fraction of the agency's $19.5-billion budget for fiscal 1987.

The office is required to make semiannual reports to Congress of its audits and investigations.

Many of the cases detailed in the most recent report involved students and college officials who submitted false information on aid applications in order to receive funds they were not supposed to get. In some cases, students understated their income on aid applications. In other instances, college officials certified aid money for students who either were not in attendance at the college or didn't qualify, and then kept some of the aid.

# Capitol Hill Update

**1987 Spending.** The Senate last week approved a bill that would provide $287-million more in the present fiscal year for Pell grants, which go to low-income students, and more than $20-million for special projects at three universities.

The Senate now must try to reach a compromise on the supplemental spending bill for fiscal 1987 with the House of Representatives, which has passed a different version of the bill.

Both bills, however, provide the same amount for Pell Grants.

The Senate bill includes money for equipment and research at Louisiana State University, a new research facility at North Dakota State University, and a computerized information service at Iowa State University.

**National Science Foundation.** The National Science Foundation would be allowed to receive an increase for fiscal 1988 of nearly 17 per cent—the amount President Reagan requested—if a bill passed by the House last week becomes law.

The bill, passed 408 to 3, would allow up to $150-million for the science and engineering education office of the foundation—about $35-million more than the Administration requested.

It would direct the foundation to devote half of its money for new engineering-research centers to research projects on manufacturing technologies.

That provision has been controversial, with critics contending that such specific instructions represent a move toward "pork-barrel science" and would allow proposals of lesser quality to be supported over others that did not involve manufacturing technologies.

The bill would only extend the authority of the foundation and set spending ceilings for it. Another bill, which must go through the spending committees in both houses, is needed to provide the actual money.

The Senate Labor and Human Resources Committee last week passed its version of the bill to extend the foundation's authority, which would also allow an increase of up to nearly 17 per cent.

It would also create a new program for renovating and repairing campus research facilities. Up to $1-million would be available next year for the N.S.F. to plan the new program. In fiscal 1989, up to $47-million would be available for the program; in fiscal 1990, up to $95-million.

The Senate bill would provide about $10-million more for the science education office than the President requested.

The bill would extend the authority of the science foundation for five years.

**Riders:** The Senate Labor and Human Resources Committee last week sent to the full Senate the nomination of Bonnie Guiton, currently a member of the Postal Rate Commission, to be Assistant Secretary for Vocational Education at the Department of Education . . . The Ways and Means Subcommittee on Oversight last week announced new dates for its hearings on the federal tax status of moneymaking activities operated by non-profit groups, including colleges and universities. Hearings will be held on June 22, 26, 29 and 30.

# In Federal Agencies

**Data collection.** The following agencies have submitted lists of their data-collection requests to the Office of Management and Budget for review: Department of Agriculture (*Federal Register*, May 28, Page 19,980); National Endowment for the Arts (*Federal Register*, May 28, Page 19,940); Education Department (*Federal Register*, May 29, Pages 20,138-9); Department of Defense, General Services Administration, and National Aeronautics and Space Administration (*Federal Register*, June 2, Pages 20,635-6).

**Government records.** The National Archives and Records Administration has issued final regulations governing public use of records that have been preserved on microfilm (*Federal Register*, May 29, Pages 20,077-83).

**Health professions.** The Public Health Service has issued final regulations that change several requirements for individuals seeking aid under the Health Professions Student Loan program, as called for by the Health Professions Training Assistance Act of 1985 and the Nurse Education Amendments of 1985 (*Federal Register*, June 3, Pages 20,906-8).

**Health professions.** The Public Health Service has proposed changing the definition of "exceptional financial need" that is used to determine the eligibility of certain students seeking aid, as required under the Health Professions Training Assistance Act of 1985. Comments from the public must be received by July 20 (*Federal Register*, June 3, Pages 20,909-92).

**Records disposal.** The National Archives and Records Administration has published a list of federal agencies' requests to dispose of records or shorten the period during which the records will be kept (*Federal Register*, June 3, Pages 20,793-4).

**Student aid.** The Food and Nutrition Service has issued an interim rule that would change regulations used to determine whether students seeking federal educational assistance are also eligible for aid under the Food Stamp Program. As required by the Higher Education Act of 1986, federal educational assistance may not be considered as extra income in the process of determining eligibility for other federal aid. Comments from the public must be received by July 31 (*Federal Register*, June 1, Pages 20,376-80).

**Veterans' training.** The Veterans Administration has proposed changing the administrative procedures used to review training programs for veterans. Comments from the public must be received by June 26 (*Federal Register*, May 28, Pages 19,899-1).